



Mapping data for urban strategy & implementation in the creative sector

City of Maribor (Slovenia)
Creative Spirits Network

The city of Maribor participated in the URBACT network Creative Spirits, with the aim to support the development of the cultural and creative industries (CCI sector).

1. Data availability challenge

One of the main ingredients for setting up and implementing effective urban policies in this field is the availability of accurate, up-to-date data about the CCI sector – size, scope, developments and trends. This is essential input for defining concrete objectives of an urban policy in support of the cultural and creative industries and for designing relevant actions to achieve these objectives. This data can then also be used to monitor and steer the effects of these actions towards said objectives during implementation. However, finding good data on the creative sector is notoriously difficult.

2. Mapping the Creative Industries Toolkit

To deal with this challenge, Maribor applied an established method developed by the British Council, called: [Mapping the Creative Industries Toolkit](#). This toolkit offers building blocks and guidance for cities (and other actors) for collecting and presenting information on the range and scope of the creative industries.

The city applied this toolkit to define the scope of the cultural and creative industries in the city, to collect and analyse statistical data about the sector and to perform a benchmark analysis of the relative position of CCI in the Maribor economy. To collect more nuanced complementary information, Maribor also conducts a direct survey among actors in this sector.

These analytical steps provide Maribor with a baseline picture of the state of play and potentials in the CCI sector. Once this is completed, the city can further develop their policy objectives and actions for strengthening this sector.

The choice to use, from the beginning, a well described and established method like the “Mapping Toolkit” creates a very strong basis for policy making. It paves the way for continuity and a systematic approach in the future monitoring and performance management of any strategy or action in support of the cultural and creative industries in Maribor.

3. Sources

- [Maribor Creative Spirits solution story](#)
- [Maribor Operational Implementation Framework](#)